



MARCH



BRIEF YOUR
MARKET.COM

COMMUNICATE. RESONATE. [GENERATE.](#)

Your March Send Plan

Provide updates on the property market and encourage brand engagement



BRIEF YOUR
MARKET.COM

YOUR CAMPAIGN CHECKLIST THIS MARCH

Use this as a reference point for your sends. If you haven't sent a campaign and need help, contact us to get things moving in the right direction.

- **Email 1: 3 Easter Decorations To Brighten Up Your Home**

Located in Sales - Seasonal Tips/Information

- **Email 2: Housing Market Update**

Located in House price updates

- **Email 3: 5 Buy To Let Tips For Landlords**

Located in Lettings - Tips/Information

- **Email 4: Tenant Demand, Can The Market Keep Up?**

Located in Lettings - Tips/Information

- **Email 5: Why Spring Is The Best Time To Move**

Located in Sales – Seasonal Tips/Information

- **Email 6: Top Tips For Plot Hunting Success**

Located in Buying

- **Email 7: How To Get Negotiation Ready**

Located in Buying

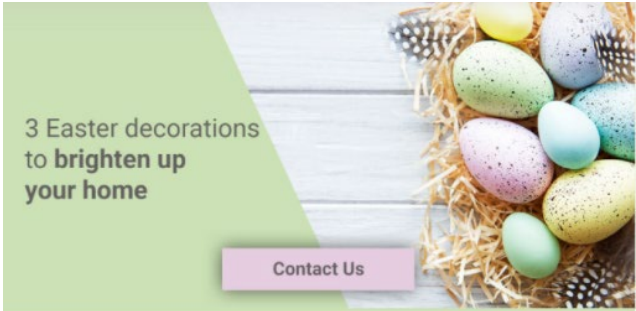
EMAIL 1: 3 EASTER DECORATIONS TO BRIGHTEN UP YOUR HOME

- Call-to-actions
- Customisable elements within this email including the text copy.

WE'D RECOMMEND:

Sending this to a filter based on sales applicants, tenants and potential vendors.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Need to unwind or occupy the kids during the Easter Holidays? Here are **3 Easy Easter Crafts** to keep everyone entertained!

1. Easter Wreath

Who says wreaths are just for Christmas? An Easter wreath is an effective and easy idea that will **transform any room or entrance to your home from Winter to Spring.**

- Choose a wreath to use as your base. A grapevine wreath will work best for a natural-looking wreath. You could also use foam.
- Glue fake moss to the front of a grapevine wreath to create a natural look. Or dab green paint on the foam to create a base colour.
- Glue plastic Easter eggs and other Easter decorations to the wreath. Here is where you can get creative!



Campaign name:	3 Easter Decorations
Category:	Sales – Seasonal Tips/Information
Purpose:	Branding campaign
Subject line:	3 Easter Decorations To Brighten Up Your Home
Teaser text:	Cracking Easter crafts to keep you entertained
Key benefits:	<ul style="list-style-type: none">• Brand awareness with engaging content• Home oriented great for both buyers, renters and sellers• Call-to-actions and links to drive traffic to your website

EMAIL 2: HOUSING MARKET UPDATE

- The campaign colours will automatically populate in your brand colours.
- Call-to-action buttons
- Customisable elements within this email including the text copy and links.

WE'D RECOMMEND:

Sending this to a filter based on potential vendors.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



Campaign name:	Housing market update
Category:	House price updates category
Purpose:	Brand awareness campaign/Informative campaign
Subject line:	Housing market update
Teaser text:	So, what is going on in the housing market?
Key benefits:	<ul style="list-style-type: none"> • Highlights positive outlook to the market • Encourages homeowners to put their property on market now • Call-to-actions include mortgage advice and online valuation

EMAIL 3: 5 BUY TO LET TIPS FOR LANDLORDS

- Customisable elements within this email including the text copy and links.
- GIF animated call-to-action buttons

WE'D RECOMMEND:

Sending to a filter based on your landlords, potential landlords and investors.



Are you looking for a buy-to-let property? Perhaps it's your first time or you are keen to expand your property portfolio.

Using our wealth of knowledge in the property industry, we list our top 5 buy-to-let tips below.



1. DECIDE ON THE TYPE OF TENANTS YOU WANT

It can be tempting to focus on properties you can see yourself living in. However, this can limit your options and return on investment. Instead, decide on the type of tenants you want and focus your property search on that instead.

Campaign name:	5 Buy To Let Tips For Landlords
Category:	Lettings - Tips/Information
Purpose:	Brand awareness campaign/Informative campaign
Subject line:	5 Buy To Let Tips For Landlords
Teaser text:	Maximise your rental income
Key benefits:	<ul style="list-style-type: none">• Informative advice for landlords• Promotes landlord services including Full Management• Encourages investors to get in touch

EMAIL 4: TENANT DEMAND, CAN THE MARKET KEEP UP?


- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons
- Editable background colour

WE'D RECOMMEND:

Sending to a filter based on potential landlords and investors.

Tenant demand,
can the market
keep up?

Browse properties



Rental properties are in high demand across the region. This is a reflection of the UK's rental market, where there is a supply and demand imbalance right now.

Why is there an imbalance?


Some landlords have seen the past couple of years as a good time to cash in on the capital gains they have made on their properties. Others have decided to exit the market due to some of the latest rules and tax changes. However, the number of rental households has been on the rise for many years.

" It's important that new landlords are enticed into the market to provide much needed homes " - Propertymark's CEO

Tenants seeking homes

Rental costs are rising for tenants as the market is competitive. Price changes are affecting certain parts of the market more than others, and the past two years have intensified this.

The pandemic has led to substantial lifestyle changes for thousands of people, with working from home changing



Campaign name:	Tenant demand
Category:	Lettings - Tips/Information
Purpose:	Brand awareness campaign/Informative
Subject line:	Tenant demand, can the market keep up?
Teaser text:	Rental prices rising
Key benefits:	<div><ul style="list-style-type: none">• Insight into lack of rental property and prices rising• Encourages landlords to get in touch for advice• Call-to-action to drive traffic to website</div>

EMAIL 5: WHY SPRING IS THE BEST TIME TO MOVE

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons


FOR MAXIMUM EFFECT, WE'D RECOMMEND:

Sending this to a filter of all potential vendors.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.

Why Spring is the perfect time to sell

Book a valuation




Deciding when to move home is always difficult to do. It really depends on your own individual circumstances. However, if you're on the cusp of going for it, **Spring is the perfect time!**


Check out our 4 reasons on why **now is the perfect time to sell.**

1. Longer daylight hours

The clocks go forward on the 27th of March this year which means there is an hour more of daylight in the evenings. More daylight equals more time to showcase your home to potential buyers.



2. Warmer weather



Campaign name:	Spring Move
Category:	Sales – Seasonal Tips/Information
Purpose:	Brand awareness campaign
Subject line:	Why Spring Is The Best Time To Move
Teaser text:	4 Reasons why now is a great to put your house on the market
Key benefits:	<ul style="list-style-type: none">• Advice on selling a house• Encourages valuations• Encourages contact

EMAIL 6: TOP TIPS FOR PLOT HUNTING SUCCESS

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

WE'D RECOMMEND:

Sending this to a filter based on sales applicants, investors and developers.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.

Top tips for plot hunting success

Contact Us

Buying the **right plot** is the **first vital step** on your self-build journey. It can be a daunting process, especially if it's your first time. However, with the right advice it doesn't have to be!

Using our expertise, here are 5 top tips for plot hunting success.

1. Keep an eye out

Have a drive around your favourite towns or villages and keep an eye out for any potential plots. Look out for old buildings that have fallen into disrepair, vacant parcels of land hidden away, or large back gardens where a plot could be formed. Plots are everywhere!



2. Register with us!

Get in touch with us. We'll let you know what is up and coming. This is a great way to get first dibs on a plot before it even hits the market.



Campaign name:	Top Tips For Plot Hunting Success
Category:	Buying
Purpose:	Brand awareness campaign
Subject line:	Top Tips For Plot Hunting Success
Teaser text:	Start your self-building journey here
Key benefits:	<div><div></div><div><div>• Encourages property alert registrations.</div><div>• Informative campaign on finding a project</div><div>• Encourages contact</div></div></div>

EMAIL 7: HOW TO GET NEGOTIATION READY

- Customisable elements within this email including the text copy and links.
- The campaign colours will automatically populate call-to-action buttons

WE'D RECOMMEND:

Sending this to a filter based on your sales applicants.

For additional information on filters, refer to the back of the guide and / or seek help from our support team.



6 Tips on how to get negotiation ready

View our properties

According to a recent survey, **30% of homeowners** stated that they didn't attempt to negotiate on the price when purchasing a new home. It was also found that **22% of these** respondents said that this was mostly due to a lack of knowledge and confidence in house price negotiation skills.

So, what does it take to get a better deal? Check out our tips on how to get negotiation ready!

1. Do your research

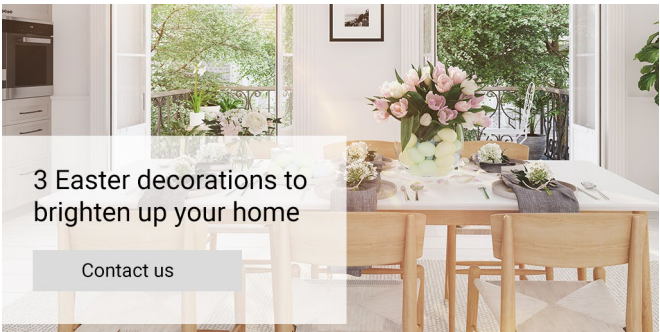
Research house prices in the area you are considering. This will give you a better indication of what you should be offering on a property.

Click here to view house prices



Campaign name:	How To Get Negotiation Ready
Category:	Sales/Tips/Information
Purpose:	Informative sales campaign
Subject line:	How To Get Negotiation Ready
Teaser text:	Tips to bagging your new home!
Key benefits:	<div><div></div><div><ul style="list-style-type: none">• Informative campaign for buyers• Encourages to put property on the market• Call-to-action for a valuation</div></div>

ADDITIONAL HEADERS TO DOWNLOAD & USE



3 Easter decorations to
brighten up your home

Contact us



Housing market
update...

Discover how much
your home is worth



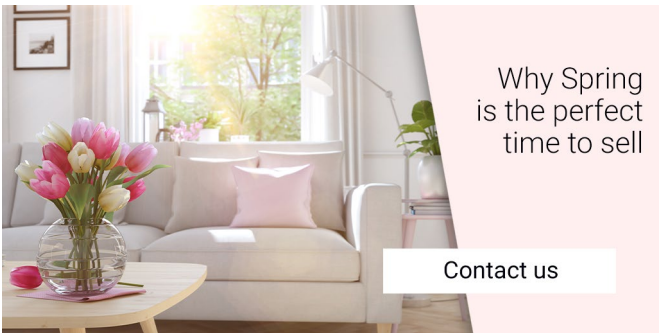
5 Buy-to-let
investment tips
for landlords

Contact us



Tenant demand,
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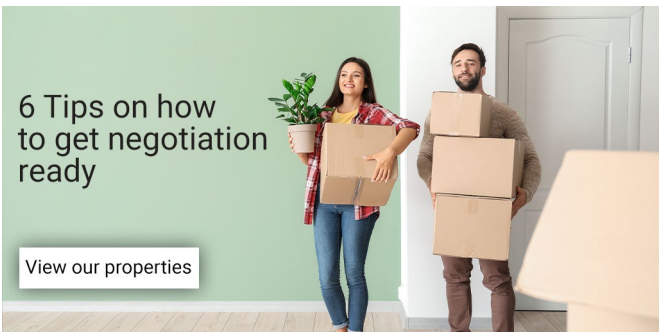
Why Spring
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Contact us



Top tips for
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6 Tips on how
to get negotiation
ready

View our properties

CREATING FILTERS

To create your filters, simply go to Audience > All Contacts > Filter > New

Give your filter a friendly name, e.g.: Val not instructed (12 months). Your recipients will not see this.

Field name = valuation date

Operator = was during the previous ? Months

Value = (enter the value that you want to target, e.g. 12)

You will also need to exclude contacts that have instructed you in the previous 12 months (as shown in the example below).

Build your filter*

Simple Filter

Advanced Filter

Name*
Val not instructed (12 mths)

Category
None
+ Inclusive filtering

INCLUDE contacts that match

☒ All the following criteria
☐ At least one of the following criteria

Field Name	Operator	Value
+ × Valuation Date	Was During The Previous ? Months	12
+ Add new expression...		

But EXCLUDE contacts that match

☒ All the following criteria
☐ At least one of the following criteria

Field Name	Operator	Value
+ × Date Instructed	Was During The Previous ? Months	12
+ Add new expression...		

Create copy

Save

Save and close

Cancel

***Filtering is subject to integration type. For more information or support with your sends, please contact our support team on 0344 800 84 24**

